

### **REMARKS**

Claims 1-20 are pending in the application. Claims 1, 4-10 and 14-18 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Publication No. 2003/0144871 A1 issued to Turbeville et al. in combination with U.S. Patent No. 7,027,801 issued to Hall et al. Claims 2 and 20 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Turbeville and Hall and further in view of U.S. Patent No. 6,109,723 issued to Castle. Claims 3, 11-13 and 19 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Turbeville and Hall and further in view of U.S. Patent No. 6,535,932 issued to Endoh et al. Applicants respectfully traverse and request reconsideration and allowance of all pending claims.

Turbeville discloses pre-population of ship from information on a web page to limit an end user's ability to select shipping service levels to those provided by the shipping carrier.

Hall discloses delivery of location-based targeted advertising.

Claim 1 recites, in part, "a pre-population engine interfaced with the consumable handler through the network and with the order engine, the pre-population engine operable to complete the order form for presentation to the information handling system in response to the order information."

Claim 8 recites, in part, "pre-populating an order form at the consumable order server in accordance with the order information."

Claim 18 recites, in part, "a consumable handler interfaced with the printer driver to accept detected consumable quantity, to apply the detected consumable quantity to determine a trigger event, to display the trigger event at the information handling system for user-selected initiation of a consumable order, and to communicate order information to a consumable order server upon user-selected initiation of a consumable order."

Turbeville and Hall cannot make obvious Claims 1, 8, and 18 because Turbeville and Hall fail to teach, disclose or suggest all elements recited by Claims 1, 8 and 18. For example, Turbeville and Hall fail to teach, disclose or suggest "pre-population engine operable to complete

the order form for presentation to the information handling system in response to the order information” as recited by Claim 1; “pre-populating an order form at the consumable order server in accordance with the order information” as recited by Claim 8; and “to apply the detected consumable quantity to determine a trigger event” as recited by Claim 18. Turbeville pre-populates a shipping carrier’s web page based on services provided by the shipping carrier, not based on order information. Hall deals with advertising and does not apply a detected consumable quantity. Accordingly, Applicant respectfully requests that the Examiner withdraw the rejections of Claims 1, 8 and 18, as well as Claims 2-7, 9-17 and 19-20 which depend from Claims 1, 8 and 18 respectively.

### CONCLUSION

In view of the amendments and remarks set forth herein, the application is believed to be in condition for allowance and a notice to that effect is solicited. Nonetheless, should any issues remain that might be subject to resolution through a telephonic interview, the examiner is requested to telephone the undersigned.

I hereby certify that this correspondence is being electronically submitted to the COMMISSIONER FOR PATENTS via EFS on January 7, 2008.

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Respectfully submitted,

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